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PHOTO SERIES NO. 15

FROZEN FOOD DISTRIBUTION

SEPTEMBER 1958

As American consumers have indicated their desire to buy and use increasing amounts of frozen foods, facilities for preparing and distributing them have expanded, and the number of foods and prepared dishes available in frozen form has increased. A typical distributor of frozen food in Chicago rents freezer space in a large cold storage plant, handles many different brands, considers its field employees as salesmen, first; truck drivers, second. These pictures were taken for USDA's Agricultural Marketing Service.

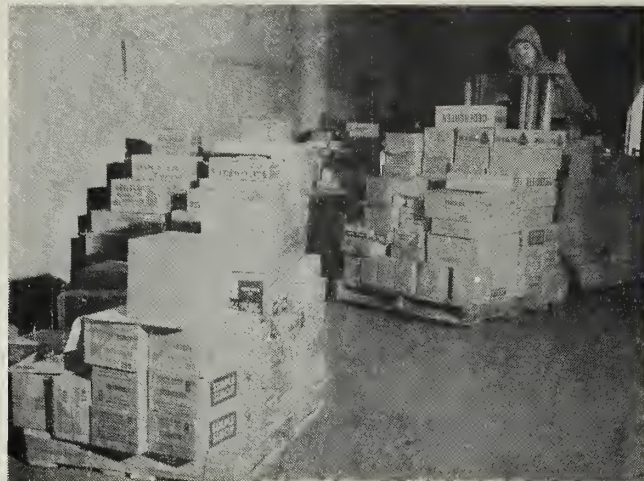


N-25693--The pile is high but the temperature is low, about 10 degrees below zero, in this Chicago freezer warehouse. Cartons of frozen foods are stacked in pallets so they may be moved in or out of position by fork lift trucks.

Magazines and newspapers may obtain glossy prints of any of these photographs from the Photography Division, Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Others may purchase prints (8 x 10) at \$1.00 each from the same address.



N-25694--Conveyor belt runs through long axis of freezer warehouse, to expedite assembling of orders. Counting different brands, foods and sizes, the company stocks more than 700 different items, in both retail and institutional size packages.



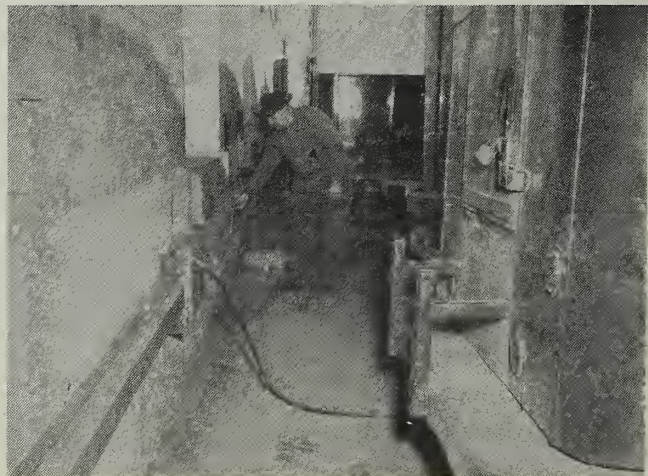
N-25692--Frozen food order for each customer is assembled on a pallet so it can be moved as a unit to delivery truck.



N-25688--Lineup of refrigerated trucks at loading dock of a Chicago frozen food concern before drivers start morning deliveries about 7:00 A. M.



N-25695--Not all the handling can be done by machine. Here a driver for a Chicago frozen food concern adds some last minute orders to his truck loaded during the night by the warehouse crew. Drivers are chosen for ability as salesmen, attend early morning sales meeting.



N-25689--Before leaving warehouse, driver disconnects electrical connection which has kept temperature inside the truck around zero degrees during the night. The truck's own power will keep refrigeration unit going during the day's run.